



FOUNDERS

Sachin Bansal & Binny Bansal

- Co-Founders of Ekart Logistics and Angel Investors. Both of them founded Flipkart.
- Both of them attended St. Anne's Convent School, Chandigarh, and completed a degree in computer engineering at IIT, Delhi.
- The two Bansals were employed by Amazon before leaving to launch their new business, Flipkart.
- They were named the 86th richest person in India with a net worth of \$1.3 billion by Forbes India Rich List.

WEBSITE

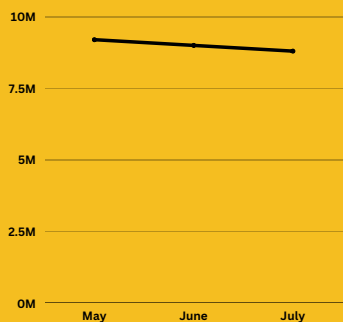
 <https://ekartlogistics.com>

ABOUT

- India's leading logistics and supply chain arm which started operations in 2009 as Flipkart's in-house supply chain arm.
- It is headquartered in Bangalore, Karnataka, and is run by Instakart Services Pvt. Ltd.
- Ekart provides shipping and delivery services for various types of products, including electronics, clothing, home appliances, and more.
- It offers various solutions such as warehousing, last-mile delivery, and reverse logistics aiming to provide reliable, efficient, and timely delivery services across the country

ANALYTICS

Website Traffic



Website Ranking

- Global Rank: 9199
- Country Rank (India): 630
- Category Rank (Shipping & Logistics) : 15

Source: simliarweb.com

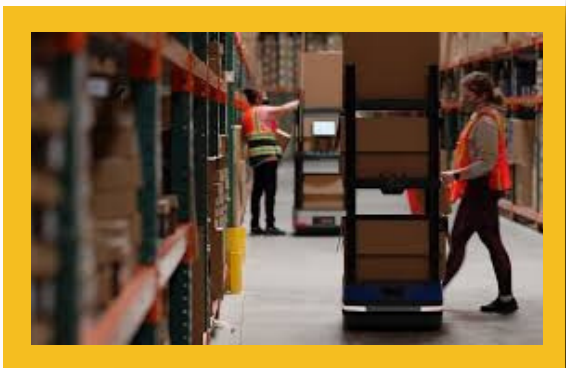
TECHNOLOGY SOLUTIONS OF EKART

- **Student Connect:**



Through the Flipkart robotics challenge (grid) they expose students to industry problem statements

- **Line Haul Solutions:**



Their customisable solutions include route optimization and load planning to help businesses reduce transportation costs and improve delivery times.

- **Address Intelligence Stack:**



It improves the address quality with auto-suggestions and prompts for incorrect addresses at checkout and raises alerts to the shipper regarding any address issues.

- **Transport Management System:**



India-specific mapping technology helps keep track of its trucks in real-time even when they are in remote villages.

BUSINESS MODEL

➤ B2C Express:

Integrated solution with surface and air express services to fulfill all e-commerce business needs. It covers 14,000 pin codes in India with reliable delivery services.

➤ B2B Express:

Multi-modal solution for all freight requirements to leverage their pan India network of hubs and fleet powered by technology.

➤ Warehousing:

Flexible, affordable and scalable warehousing and inventory management backed by their pan India presence of Grade A warehouses.

➤ 4PL Solution:

End to end Supply chain solution that is tailored to specific customer-industry requirements and provides measurable improvements across the supply chain.

➤ Scheduled Delivery:

For certain large appliances or high-value items, Ekart may offer scheduled delivery. Customers can choose a convenient date and time slot for their delivery.

➤ Same-Day Delivery:

Some cities may have access to same-day delivery for orders placed before a certain cut-off time which are generally made within a few hours, depending on the location and product availability.

MARKETING STRATEGY

➡ Product Strategy:

- It comes under the service sector where it provides the logistics service to the customers who buy a commodity from the website Flipkart.
- It offers end-to-end supply chain solutions (including logistics and warehousing) to brands, platforms, and small and large businesses across the country.

➡ Place Strategy:

- It has Fulfillment Centers, Mother Hubs or sortation centers, and thousands of delivery hubs across the country, currently delivering close to 100 million shipments a month.
- It provides service to more than 3800 pin codes all over India.

➡ Price Strategy:

- Ekart Logistics price in surface mode starts from INR 41 within the city, INR 55 within the state, INR 58 for metros, and INR 62 for the rest of India.
- It offers a 30-day return policy, cash on delivery, and 24*7 customer support.

➡ Promotion Strategy:

- Ekart has tied up with about 1,200 kirana stores across the country to enable last-mile deliveries and store pickups during its Big Billion Days sale.
- It continues to win over the audience on social media, duly manned by celebrity influencers apart from its roster of brand ambassadors from time to time.